WHAT IS CLAIMED IS:

- 1. An on-screen display apparatus which holds a voltage value at a time when an input chroma signal is a null signal and outputs the voltage value during an on-screen display period.
- 2. An on-screen display apparatus which holds a voltage value at a time when an input chroma signal is a null signal and outputs a chroma signal generated on the basis of the voltage value during an on-screen display period.
- 3. An on-screen display apparatus comprising:

a voltage holding means for holding a voltage value at a time when an input chroma signal is a null signal; and

an output switch for outputting the voltage value held by the voltage holding means during an on-screen display period and outputting the input chroma signal other than the on-screen display period.

4. An on-screen display apparatus comprising:

a voltage holding means for holding a voltage value at a time when an input chroma signal is a null signal;

an AC component generation means for generating AC components of the chroma signal;

an adder for adding the voltage value held by the voltage holding means and the AC components of the chroma signal which

are generated by the AC component generation means; and an output switch for outputting the signal added by the adder during an on-screen display period and outputting the input chroma signal other than the on-screen display period.

- 5. The on-screen display apparatus of Claim 3 wherein the voltage holding means has a capacitor for holding a voltage value.
- 6. The on-screen display apparatus of Claim 5 wherein the voltage holding means further has a resistor placed on a chroma signal input side of the capacitor.
- 7. The on-screen display apparatus of Claim 6 wherein the voltage holding means is placed on a chroma signal input side of the resistor, and further has a hold timing switch that is brought into conduction when the input chroma signal is a null signal.
- 8. The on-screen display apparatus of Claim 6 wherein the voltage holding means is placed between the capacitor and the resistor, and further has a hold timing switch that is brought into conduction when the input chroma signal is a null signal.

9. The on-screen display apparatus of Claim 3 wherein the voltage holding means comprises:

an AD converter for converting an input chroma signal into a digital signal when the input chroma signal is a null signal;

a storage means for storing a voltage value at the time when the input chroma signal is a null signal, which has been converted into a digital signal by the AD converter; and

a DA converter for converting the voltage value stored in the storage means into an analog signal.

- 10. The on-screen display apparatus of Claim 3 wherein the voltage holding means holds the voltage value during a horizontal sync period in which the input chroma signal is a null signal.
- 11. The on-screen display apparatus of Claim 3 wherein the voltage holding means holds the voltage value during a vertical sync period in which the input chroma signal is a null signal.